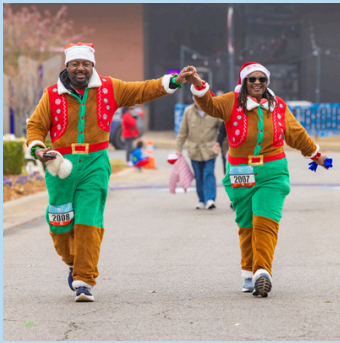




2026 *Sponsorship Opportunities*



DOWNTOWN
→ OKC



Celebrate with Us!



Each year, with the support of generous sponsors and community partners, Downtown Oklahoma City Partnership welcomes thousands downtown to celebrate the season through [Downtown in December](#) presented by Devon.

Now celebrating its [25th year](#), this cherished tradition features more than 30 festive events, including ice skating, light displays, family activities, and cultural celebrations. Most events are free or low-cost, making the experience accessible to all.

Sponsorship opportunities include title, custom, and in-kind packages designed to maximize brand visibility and community impact. Proceeds support [Downtown Oklahoma City Partnership](#), a 501(c)6 nonprofit dedicated to enhancing downtown through placemaking, marketing, advocacy, beautification, and year-round services.

Join us in creating another memorable season and helping keep Downtown in December a vibrant tradition for the entire community.

OUR REACH

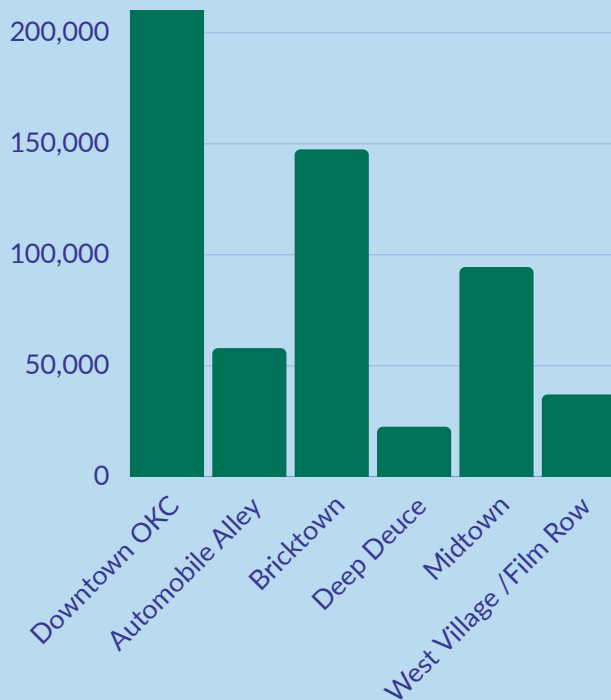
2025 DATA

Downtown in December is marketed through digital and print advertising, the event series website (downtownindecember.com), an event program published in the Curbside Chronicle in November and December, posters distributed downtown-wide, and rack cards distributed state-wide.

Downtown in December reaches an audience of over 40,000 through its website, 575,000 through social media, 7,700 through the What's Up Downtown e-newsletter, and 1.4 million through advertising.

SOCIAL MEDIA FOLLOWERS

TOTAL: 575,000+



6% OVERALL GROWTH

in followers in 2025

SOCIAL MEDIA REACH

1.7 MILLION USERS

2.7 MILLION IMPRESSIONS

DOWNTOWNINDECEMBER.COM

84K
PAGE
VIEWS

40K
ACTIVE
USERS

WEBSITE USERS

Oklahoma City 8.9K

Dallas 8.2K

Houston 1.3K

Edmond 865

Norman 805

Sept 1, 2025 - Jan 31, 2026

7,714

WHAT'S UP DOWNTOWN

NEWSLETTER ACTIVE SUBSCRIBERS

AD EXPOSURE

1,490,700+

Average readership &
potential digital reach
across 12 media outlets

Downtown in December
ads ran from October through
December 2025



MEDIA COVERAGE & FEATURES

NEWS > ARTS AND CULTURE

Oklahoma City Tree Lighting Festival returns to Bricktown later today

The Oklahoma City Tree Lighting Festival returns this evening to Bricktown with Mayor David Holt, multicultural performances, Santa photos, local treats and family fun.

CHRISTIAN HANS
NOVEMBER 12, 2025 07:36 AM • 1 MIN READ



Downtown In December

What's Up Downtown Blog



UNWRAP THE MAGIC: A COMPLETE GUIDE TO HOLIDAY EVENTS IN DOWNTOWN OKC

NOVEMBER 11, 2025

12/3/2025
No 359: Santa Run + Lights On Broadway This Weekend! ✨🌟

THE OKLAHOMAN

ENTERTAINMENT

Downtown in December holiday events bring bright lights and ice skating



People have fun at the Devon Ice Rink in the Myriad Gardens Seasonal Plaza during Downtown in December holiday celebration in Oklahoma City, Wednesday, Nov. 26, 2025.

OKLAHOMA'S NEWS 4

IN-STUDIO

Downtown Oklahoma City gears up for festive holiday events

by: Mario Gonzalez/KFOR
Posted: Nov 10, 2025 / 05:04 PM CST
Updated: Nov 10, 2025 / 05:04 PM CST



DOWNTOWN IN DECEMBER KICKS OFF THIS WEEK

THE JOURNAL RECORD

Saints Santa Run returns to Midtown OKC in December

By: Journal Record Staff // November 21, 2025 // 2 Minute Read



metro family

Downtown in December – Holiday Events in OKC



photo courtesy of OKC Downtown Partnership

BY LINDSAY CUOMO

VELVET CITY

DOWNTOWN IN DECEMBER EVENTS PLENTIFUL DURING THE HOLIDAYS

BY CHAMBER STAFF / DEVELOPMENT / DECEMBER 6, 2021



OKC

(0) MENU



← Back

Guide to Downtown in December

By Camryn Sturgill on Oct. 29, 2025

DOWNTOWN IN DECEMBER SPONSORSHIP LEVELS

BENEFITS	\$500	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
Logo with link on Downtown Oklahoma City website (downtownokc.com) for one year						●
Dedicated feature in one "What's Up Downtown" weekly e-newsletter (7,200+ subscribers)						●
Prominent logo placement in footer of Downtown in December website (downtownindecember.com)					●	●
Logo on Downtown in December poster (distributed downtown-wide)					●	●
Logo in multi-page event program published in the Curbside Chronicle (Nov. - Dec.)				●	●	●
Logo with link on Downtown in December website				●	●	●
Name listed on Downtown in December rack card (distributed state-wide)				●	●	●
Name mentioned in Downtown OKC social media channels (564,000+ followers)			●	●	●	●
Name listed in Downtown in December press release			●	●	●	●
Name listed in Downtown in December "What's Up Downtown" e-newsletter editions		●	●	●	●	●
Name with link on Downtown in December website	●	●	●	●	●	●
Invitation to Downtown OKC sponsor & partner appreciation event	●	●	●	●	●	●
Ability to have on-site presence at a signature Downtown in December event*	+\$1500	+\$1250	+\$500	●	●	●
Desired support level	☐	☐	☐	☐	☐	☐

* Oklahoma City Tree Lighting Festival or Saints Santa Run



OKLAHOMA CITY TREE LIGHTING FESTIVAL

PRESENTED BY GLOBAL PAYMENTS

THURSDAY, NOVEMBER 12, 5:30-7:30PM
S. MICKEY MANTLE DRIVE, BRICKTOWN
6,000+ EXPECTED ATTENDEES

The Oklahoma City Tree Lighting Festival kicks off the holiday season and our Downtown in December series. This free community tradition brings a diverse crowd of families downtown, and features family-friendly activities, a showcase of diverse live performances, and the countdown to the lighting of the **Bricktown Christmas Tree by Mayor David Holt**.

As we plan and prepare for our 25th annual Oklahoma City Tree Lighting Festival, we are excited to offer a new “**Restaurant Row**” title sponsorship opportunity, in addition to our returning event and Bricktown Christmas Tree sponsorship options.



2025 EVENT STATS

**5.9K
ATTENDEES**

40% overall growth year-over-year
and 103% growth since 2023

DEMOGRAPHICS

White **47.5%**
Black **14.5%**
Hispanic / Latino **24.4%**
Asian **3.3%**
American Indian **2.7%**
Other **7.6%**

Attendee data from Placer.ai

OKLAHOMA CITY TREE LIGHTING FESTIVAL



EVENT SPONSORSHIP

Available!

\$5,000

- Logo listed on event poster and signage at event
- Name mentioned in Downtown OKC social media channels
- Logo with link on OKC Tree Lighting Festival event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to have on-site presence at event

\$2,500

- Name listed on signage at event
- Name with link on OKC Tree Lighting Festival event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event

Sponsorships also include \$1,000 level DID benefits

RESTAURANT ROW TITLE SPONSORSHIP

New! **\$10,000**

- Title sponsorship of new “Restaurant Row” activation - a free food sample expo featuring downtown restaurants
- Activation listed as “Restaurant Row Presented by _____” in the first instance on all PR and marketing materials
- Logo listed on sponsor signage at event
- Logo listed on prominent signage in food expo area of festival
- Logo on Oklahoma City Tree Lighting Festival event poster
- Logo with link on downtownindecember.com event webpage
- Name mentioned in Downtown OKC social media channels
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to have onsite presence at event

Sponsorship also includes \$1,000 level DID benefits



BRICKTOWN CHRISTMAS TREE

ON DISPLAY NOVEMBER 2026 THROUGH JANUARY 2027

The Bricktown Christmas Tree will be introduced and lit by Mayor David Holt at the OKC Tree Lighting Festival on Thursday, November 12, 2026

Available!

BRICKTOWN CHRISTMAS TREE SPONSORSHIP **\$2,500**

- Logo listed on signage at Tree for the duration of the season
- Name with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in Oklahoma City Tree Lighting Festival press release and Facebook event

Sponsorship includes \$1,000 level DID benefits



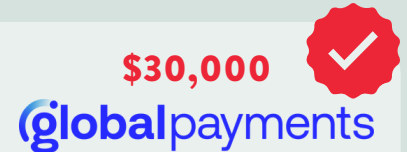
BRICKTOWN CHRISTMAS TREE TITLE SPONSORSHIP

\$10,000 
OG&E®

- Attraction listed as “Bricktown Christmas Tree powered by OG&E” in the first instance on all PR and marketing materials
- Title Sponsor logo listed prominently on signage at Tree for the duration of the season
- Logo listed most prominently when all Tree sponsors are represented in print or digital communications
- Opportunity to include branded elements on Tree, provided by the sponsor, as agreed upon by both parties
- Logo on Oklahoma City Tree Lighting Festival event poster
- Logo with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed prominently in press release and Facebook event
- “Bricktown Christmas Tree presented by _____” in Downtown in December press release
- Name mentioned in Downtown OKC social media channels
- Emcee recognition during Oklahoma City Tree Lighting Festival
- Ability to have on-site presence at Oklahoma City Tree Lighting Festival

COMMITTED SPONSORS 2026-2027

OKLAHOMA CITY TREE LIGHTING FESTIVAL TITLE SPONSORSHIP



- Event name listed as "Oklahoma City Tree Lighting Festival presented by Global Payments" in the first instance on all PR and marketing materials, as well as print and digital ads purchased by DOKC
- Global Payments logo/name will be listed first and most prominently when all event sponsors are represented in print or digital communications
- Logo on event poster, event signage, and event webpage
- "Oklahoma City Tree Lighting Festival presented by Global Payments" listed in Downtown in December press release, OKC Tree Lighting Festival press release, and Facebook event
- Emcee recognition during event, ability for a company representative to speak on stage
- Ability to have on-site presence at event
- "Oklahoma City Tree Lighting Festival presented by Global Payments" will be prominently listed in all official Downtown in December event listings as a signature event
- Dedicated Oklahoma City Tree Lighting webpage at downtownindecember.com
- DOKC will handle all event logistics, including but not limited to entertainment, rentals, permitting, food & beverage, and safety

Sponsorship also includes \$7,500 level Downtown in December benefits

LETTERS TO SANTA SPONSORSHIP



- Logo listed on sponsor signage at event
- Logo listed on signage at Letters to Santa station
- Logo with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to have onsite presence at the event

PHOTOS WITH SANTA SPONSORSHIP



- Logo listed on sponsor signage at event
- Logo listed on signage at Photos with Santa station
- Logo with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to have onsite presence at event



SAINTS SANTA RUN

PRESENTED BY SSM HEALTH ST. ANTHONY HOSPITAL

SATURDAY, DECEMBER 5, 9AM-12PM
SSM HEALTH, ST. ANTHONY, MIDTOWN
750+ EXPECTED REGISTRANTS

Saints Santa Run is OKC's favorite family-friendly holiday run, and includes a 5K, 1-mile fun run, and free kids dash for youth eight and under. Event attendees don their holiday best in hopes of winning cash prizes at our costume contest, and enjoy free entertainment and activities at the race finish line. The fun and festivities continue after the race with deals and discounts across Midtown for race participants.

With two available sponsorship levels, Saints Santa Run is the perfect event for your business to engage with the community in a fun and festive environment.

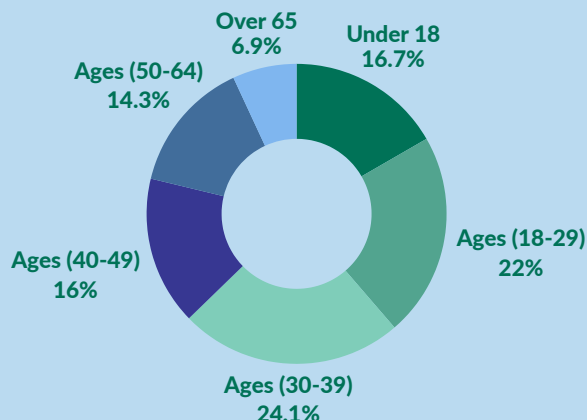


2025 RACE STATS

636 TOTAL RUNNERS

511 5K participants

125 1-mile participants



SAINTS SANTA RUN



EVENT SPONSORSHIP

Available!

\$5,000

- Logo listed on event poster and signage at event
- Logo listed on race shirts
- Logo with link on Saints Santa Run webpage
- Name listed in press release, Facebook event, and registration website
- Name mentioned in DOKC social media channels
- Emcee recognition during event
- Ability to provide branded items/promotional materials in packets
- Ability to have on-site presence at event, with prominent booth placement
- Four race registrations

\$2,500

- Name listed on signage at event
- Name listed on race shirt
- Name with link on Saints Santa Run webpage
- Name listed in press release, Facebook event, and registration website
- Emcee recognition during event
- Ability to have on-site presence at the event

Sponsorships also include \$1,000 level DID benefits





COMMITTED SPONSORS 2026-2027

SANTA RUN TITLE SPONSORSHIP

\$20,000



SSMHealth.
St. Anthony Hospital

- Event name will be listed/mentioned as “Saints Santa Run” on all PR and marketing materials, as well as all print and digital ads purchased by Downtown Oklahoma City Partnership (DOKC)
- DOKC staff will request that news outlets, other sponsors, and event partners use the correct Saints Santa Run logo and name in all communication about DID events
- The run will take place in Midtown, with the start/finish line and event programming located on or near the SSM Health campus
- Title Sponsor’s logo/name will be listed first and most prominently when all event sponsors are represented
- Recognized as the title sponsor with signage and by the race announcer at the event
- “Saints Santa Run” will be prominently listed in all official Downtown in December event listings
- DOKC will maintain a dedicated Saints Santa Run webpage on downtownindecember.com
- DOKC will handle all event logistics, design and production of Saints Santa Run branding/deliverables, bookings, entertainment, and any additional programming
- SSM Health will receive (10) complimentary run registrations as well as 50% off unlimited registrations

HYDRATION STATION SPONSORSHIP

\$2,500



TFCU
Tinker Federal Credit Union

- Logo listed on signage at event
- Logo with link on Saints Santa Run webpage
- Name listed in press release, Facebook event, and registration website
- Ability to have on-site presence at main event area and mid course water stop
- Emcee recognition during the event



LAST SEASON'S SPONSORS

Devon Energy

Global Payments

SSM Health St. Anthony Hospital

Downtown OKC Business Improvement District

American Fidelity and INSURICA	MidFirst Bank
Automobile Alley Association	Midtown OKC
BancFirst	Midtown Renaissance
Bank of Oklahoma	OG&E
Block by Block	OKC Firefighters IAFF Local 157
Bricktown Association	Oklahoma City Comets
Centennial Landscaping	Oklahoma City Thunder
Communication Federal Credit Union	Oklahoma Shirt Company
Curbside Chronicle	Paycom Center
EMBARK	QuikPrint
Focus FCU	RCB Bank
Gipson Design	Renewal by Andersen
Hall Capital	Robinson Park
HoganTaylor	Tinker Federal Credit Union
Inasmuch foundation	TTCU Federal Credit Union
Johnson & Associates	Toucan Productions
Jones PR	Visit OKC

ADDITIONAL SUPPORT PROVIDED BY

American Banjo Museum • ArtAfloatOKC • Brickopolis • Bricktown Brewery
Canterbury Voices • Chabad Community Center • Dave's Hot Chicken • Fuzzy's Taco Shop
Harkins Theatre • Light the World Giving Machine • McNellie's OKC
Mickey Mantle's Steakhouse • Miracle Pop-Up • Myriad Gardens Foundation • OKC Broadway
OKC Marquee • Oklahoma City Museum of Art • Oklahoma City Ballet
Oklahoma City Philharmonic • Oklahoma Contemporary • Oklahoma Hall of Fame
Oklahoma Opry • Old Spaghetti Factory • Red Earth Inc. • Rodizio Grill • Sailor & the Dock
Skirvin Hilton • Spark • St. Paul's Cathedral • The Melting Pot • The National
The Painted Door Gift Boutique • Tiff's Treats

Thank you for considering a sponsorship of Downtown in December. Support from generous partners like you helps make our free and low-cost signature events possible while promoting seasonal programs and attractions that keep downtown vibrant throughout the holiday season.

We hope we can count on your support this year. Please confirm your participation by September 18 to receive full recognition in applicable marketing materials.

Visit downtownindecember.com to explore last year's marketing deliverables and find out what's in store for the 25th season of Downtown in December!



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*The Most Wonderful
Time of the Year!*



@DOWNTOWNOKC

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